

# **WOMEN'S BUSINESS CENTER**

**FY 2006**

## **PROGRAM ANNOUNCEMENT**

**NO. OWBO – 2006 – 024**

**TO START NEW WBC PROJECTS**

**(First Budget Year - September 30, 2006 – September 29, 2007)**

**The purpose of this Program Announcement is to start new WBC projects. Any applicant must be a private, non-profit organization with 501(c) tax exempt status from the U.S. Treasury/Internal Revenue Service. Public nonprofit organizations and for-profit businesses are not eligible for this award.**

**This program announcement is similar to SBA Program Announcement (OWBO-2006-025), which invites previous WBC recipients to apply for a second 5-year term to sustain their existing WBC projects.**

**Proposals are to be posted to [www.grants.gov](http://www.grants.gov)  
by 11:59 p.m., EST, May 17, 2006**

**U.S. SMALL BUSINESS ADMINISTRATION  
OFFICE OF WOMEN'S BUSINESS OWNERSHIP**

# PROGRAM ANNOUNCEMENT

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# **WOMEN'S BUSINESS CENTER PROGRAM ANNOUNCEMENT**

## **SECTION I. FUNDING OPPORTUNITY DESCRIPTION**

### **A. INTRODUCTION & PURPOSE**

#### **1 INTRODUCTION**

The U.S. Small Business Administration (SBA) plans to issue Federal cooperative agreement awards to eligible nonprofit organizations to conduct women's business center (WBC) projects. The projects are to provide long- and short-term business training, counseling and other technical assistance services to women business owners, women who want to start businesses and others who are in need of these services. The project period will be for a 5-year term.

A women's business center is a community-based project that is funded by the SBA through a grant that requires matching funds. The project is a planned scope of activities that provide business-skills services targeted to women. The project must operate as a distinct unit of the recipient's organization, having its own budget for facilities, equipment and resources to carry out project activities. The WBCs services must include long-term training and counseling about financial, management, procurement and marketing to benefit small businesses owned and controlled by women, and others in similar situations.

#### **2. PURPOSE**

The objective of the Women's Business Center (WBC) program is to add more well-trained women entrepreneurs to the U.S. business community. The program provides long-term training and counseling and reaches out to women who are socially and economically disadvantaged. This is the only SBA program that targets both women who are nascent entrepreneurs as well as established women business owners, with special emphasis on women that are socially and economically disadvantaged. The WBC program provides long-term and short-term training, counseling and technical assistance in the areas of finance, management, procurement, and marketing.

WBCs, Small Business Development Centers (SBDCs) and SCORE with assistance from SBA district offices, must work collaboratively to coordinate their efforts in order to expand services and avoid duplication. When the WBCs are located in communities with these resource partners, the WBCs will coordinate with them in offering training and other forms of assistance to their clients. WBCs are encouraged to fully utilize the resources of other Federal, State and local government agencies and academic and private sector programs concerned with aiding small businesses in order to provide seamless, non-duplicative business development assistance.

### **B. PROGRAM REQUIREMENTS**

#### **1. DEFINITIONS**

Definitions are incorporated in Section VIII - Other Information. WBCs are expected to provide in-depth, substantive, longer-term, outcome-oriented counseling and training resulting in

substantial economic impact as measured by successful business start-ups, job creation and retention and increased company revenues.

## **2. PERFORMANCE MEASUREMENTS**

As participants in a grant program of the SBA, WBCs are asked to be aware of overarching Administration and Agency goals, also available on the SBA's website, including the following:

- The President's Management Agenda (PMA) ([http://www.whitehouse.gov/omb/budintegration/pma\\_index.html](http://www.whitehouse.gov/omb/budintegration/pma_index.html))
- Government Performance and Results Act (GPRA) (<http://www.sba.gov/PAR.pdf/>)
- SBA Five-Year Strategic Plan (<http://www.sba.gov/02-07-05FY06SBABudget.pdf>)
- SBA's Annual Plan (<http://www.sba.gov/02-07-05FY06SBABudget.pdf>)
- Office of Entrepreneurial Development (OED) SCORECARD plan ([www.sba.gov/onlinewbc](http://www.sba.gov/onlinewbc))
- Goals and other requirements identified as part of the Office of Management and Budget (OMB) Program Assessment Rating Tool (PART) Evaluation process (<http://www.sba.gov/PAR.pdf/>)

SBA, along with the other Federal Government agencies, is increasingly focused on proven results, short- and long-term planning and performance-based budgeting as measured by achievement of goaled outputs and outcomes. The public documents mentioned above identify target program goals and performance measures and link their achievement with the budget process. SBA and the WBCs must jointly identify the short and long term performance measurements for the WBC program as follows:

Outputs for FY2006 for the national WBC network are:

- An increase in the total number of clients counseled and trained online
- An increase in the total number of clients counseled and trained
- Reporting the number of Information Transfer contacts
- The total number of hours of counseling and training

Current FY 2006 reportable outcomes for the national WBC network are:

- Growth in job creation and retention of businesses served
- Number of business start-ups
- Number of business start-ups lasting more than one year
- Increase in the customer satisfaction rating
- Growth in revenue of existing businesses served

Finite goal numbers have not been finalized for each of the above categories. Every effort will be made to make the goals available as close to the beginning of the grant year as possible. All parties should be mindful that loan goals are not to be included in the negotiated goals.

SBA also finds the following initiatives important for WBC recipients in FY 2006:

- Increased focus on:
  - manufacturing sector assistance
  - working with faith-based and community organizations as appropriate
  - procurement assistance

- expansion and growth of existing businesses
- Full participation in and utilization of EDMIS2 (a mandatory electronic reporting system)
- Participation in the three-year longitudinal OED Impact Survey through cooperation with SBA contractor(s) – particularly the provision of client data
- Provision of access to the SBDC Clearinghouse website for all ED resource partners
- Support for Business Matchmaking ([www.businessmatchmaking.com](http://www.businessmatchmaking.com))
- Implementation of online counseling nationwide in coordination with SBA
- Conducting a needs assessment process
- Implementation of online training in coordination with SBA

Priorities for the OWBO for FY2006 include:

- Performance and Budget Integration
- Development of a risk matrix model to help assess the overall effectiveness of the WBC network

### **3. WBC PROGRAM DETAILS**

The items listed below provide a general overview of the information contained in this Program Announcement for new Women's Business Centers.

#### **Project Name**

The project name is Women's Business Center (WBC) Program

#### **Purpose**

To provide long- and short-term training, counseling and technical assistance services to women who are nascent entrepreneurs and established business owners, with special emphasis on targeting women who are socially and economically disadvantaged. The WBC program provides assistance in the areas of finance, management, procurement, and marketing.

#### **Federal Catalog Number**

The federal catalog number is 59.043

#### **Authority**

The WBC Program authority is detailed in the Small Business Act, §§2(h) and 29, 15 U.S.C. §§ 631(h) and 656 (as amended)

## **SECTION II. AWARD INFORMATION**

### **A. GENERAL AWARD INFORMATION**

#### **1. PROJECT START DATE**

The project start date is September 30, 2006.

#### **2. PROJECT DURATION**

The project period for awards made under this announcement will consist of one base year, with the possibility of up to four additional option years depending upon future legislative action. Each option year will constitute a separate budget period.

A recipient's record of performance, as measured by its most recent annual programmatic and financial examination will be a key factor in SBA's determination whether to exercise the next option year of its award. The failure to obtain and use the required non-Federal matching contribution during any project year will jeopardize the applicant's eligibility to receive further option-year funding. (See Attachment C, Match Requirement.) Additionally, even where a recipient's satisfactory performance enables it to receive an option-year award, the amount of option-year funding it receives may be keyed to certain performance-based factors, such as the number of counseling and training sessions provided. Also, the amount of the award may be affected by the amount of funds the applicant left unexpended from a prior WBC budget year.

### **B. FUNDING INFORMATION**

#### **1. FUNDING INSTRUMENT**

The WBC funding instrument is the Cooperative Agreement.

#### **2. FUNDING**

Funding is subject to the availability of funds and the requirements enumerated in the Small Business Act. Approximately 16 grants will be awarded to conduct new WBC projects.

#### **3. FUNDING RANGE**

Federal award amounts will not exceed \$150,000 each budget year per recipient. Award amounts may vary, depending upon location, staff size, project objectives, performance and agency priorities.

#### **4. CANCELLATION**

SBA reserves the right to cancel this Announcement, in whole or in part, at the Agency's discretion.

#### **5. CONTINUATION OF FUNDS**

SBA intends to continue to fund the WBC through a 5-year term, subject to availability of funds. However, a WBC may not receive continued funding if there has been a clear showing of poor performance, improper activity affecting the operation and integrity of the WBC, failure to adequately meet the match requirement and failure to follow the rules and procedures set forth in

the statute and/or Program Announcement (see Section C, XII) as incorporated into the Cooperative Agreement.

### **SECTION III. ELIGIBLE INFORMATION**

#### **A. ELIGIBLE APPLICANTS FOR THIS COOPERATIVE AGREEMENT**

1. To be eligible for an award under this announcement, an applicant for the WBC program must document in its application that it:

- a. has organized and incorporated in the United States before the closing date of this program announcement, and is in good standing in the state or territory of incorporation;
- b. is a private not-for-profit or nonprofit corporation that has received 501(c) Federal tax-exempt status from the United States Department of Treasury/Internal Revenue Service, (a copy of this document must be included in the applicant's technical proposal);
- c. has been providing technical assistance to small business concerns owned and controlled by women for a period of at least one year before the closing date of this program announcement;
- d. has an established organizational infrastructure with an internal financial management system that meets the standards prescribed in 2CFR Sections 215.21 through 215.28, "Uniform Administrative Requirements for Grants and Agreements With Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations." The application must include certification to verify that this requirement has been met (e.g., a written statement from a certified public accountant).
- e. is responsible for hiring, supervising, and employing key staff and maintaining day-to-day management of the project.

2. Nothing shall preclude a faith-based or community organization from being considered an eligible applicant for the WBC program, provided it meets all of the requirements listed above.

#### **B. INELIGIBLE APPLICANTS FOR THIS COOPERATIVE AGREEMENT**

The following applicants will automatically be considered ineligible and their applications will not be evaluated:

1. Any organization planning to use funds under this program announcement to renew or sustain a previously funded WBC project.
2. Any organization which currently has an unresolved audit by any Federal agency;
3. Any organization suspended or debarred from receiving contracts or grants from any Federal agency or is otherwise excluded from Federal procurement programs;
4. Any organization which has any unresolved and material audit issues reported under the requirements of the Single Audit Act of 1986 (A-133) within three years of the proposed funding period;

5. Any organization which was found to have had at least one substantially non-compliant condition with SBA program guidelines occurring while administering or implementing any SBA program.
6. Any applicant that proposes to serve as a pass-through and permit another organization to hire and employ project staff for the purpose of managing the day-to-day operations of the project.
7. Any entity with no previous business organizational experience that intends to use project funds to start up or establish itself as a bona fide organization formed for the sole purpose of conducting a WBC project.

### **C. CASH MATCH REQUIREMENT**

1. Annual Match. In project years one and two, the recipient must provide match equal to one non-Federal dollar for each two Federal dollars. In project years three, four and five, the recipient must provide match equal to one non-Federal dollar for each Federal dollar.
2. In-Kind Match. Up to one-half of the non-Federal matching assistance may be in the form of in-kind contributions for budget line items only, including but not limited to office equipment and office space. At least one-half of match must be in cash.
3. Non-Federal Match. Matching contributions must come from non-Federal sources such as state and local public funds and private individuals, corporations and foundations, and program income from program services. When permissible under the terms of the Community Development Block Grant (CDBG) program, CDBG funds may also be used as match.

The SBA may disburse **advance payment up to 25% for the first quarter** of the year's Federal share awarded to a Recipient organization after notice of the award has been issued and before the non-Federal matching funds are obtained. Also, SBA may make advance payments for the second and third quarters of the budget period if the recipient shows that match has been obtained and applied to the project.

4. Match Certification. A written certification that the matching share has been obtained and applied to the project cost must be submitted to SBA's Office of Procurement and Grants Management. The recipient must maintain records of all cash and in-kind donations and program income. Records will be reviewed during the DOTR's site visits, the annual programmatic and financial examination, and by SBA financial examiners. The recipient must provide to SBA, evidence of match related to prior drawdowns in order to obtain additional advance and reimbursement payments under the grant. Certifications must be submitted with each pay request. The SBA may withhold payments if match has not been obtained. The recipient must keep in mind that final payment may be withheld and will not be allowed unless the recipient has adequately certified that the required amount of match has been fully obtained and expended for project activities. The following are acceptable types of written certification that the recipient must submit to SBA as proof that match has been obtained.

#### **a. Cash Contributions**



- 1) A copy of the document from each non-Federal source indicating the amount to be used for the WBC project (promissory notes are not acceptable).
- 2) If a check is given, submit a copy of the check. The check must indicate the source (contributor) and amount, and that it is a payment to the WBC organization.
- 3) If money is donated, a copy of accompanying letter or a copy of the recipient's acknowledgement or thank you letter to the donor, indicating donor amount and any stated restrictions.

b. Program Income

The recipient submits the estimate of program income and specifies how the income was obtained (in terms of type of activity and amount of income earned for each activity).

c. In-Kind Contributions

Collaborative efforts with community-based organizations must be delineated under a written partnership agreement. The recipient submits a copy of the agreement from the person or the organization that donated services, equipment, space and other items. The agreement must state the name and value of the contribution(s). Donations from SBA resource partners and other Federal entities cannot be claimed as match. (All collaborative efforts with SBA resource partners must be delineated under a written partnership agreement.)

## **SECTION IV: APPLICATION AND SUBMISSION INFORMATION**

### **A. REQUIRED APPLICATION FORMAT**

The application must include both the technical proposal and budget proposals for the first 12-month project year as well as the four 1-year option periods of the project's 5-year term. Please include the information listed below. All proposals (narrative and forms) must be submitted electronically via [www.grants.gov](http://www.grants.gov) where this announcement and all application materials are accessible. Other forms of submission will not be accepted.

Applicants must include documentation of the mandatory eligibility requirements in the technical proposal, including the 501(c) 3 verification from the U.S. Internal Revenue Service (IRS). Also, the applicant must provide a signed statement by an outside CPA that its financial management system complies with 2 CFR Sections 215.21 through 215.28. Failure to provide the mandatory eligibility documentation will result in disqualification of the application, and the application will not be evaluated. In addition, incomplete or illegible (in whole or in part) applications will not be evaluated.

**List of Attachments:** (Provide a list of attachments that will be included in your proposal submitted through [www.grants.gov](http://www.grants.gov). Complete the header section containing name of the applicant organization, etc. when preparing this list.)

## **1. PROGRAM INFORMATION (PART I)**

Narrative (Provide the following in a narrative attachment limited to 50 pages. This attachment must have numbered pages.)

### **a. Program Management**

Provide a brief summary describing how you will manage and coordinate WBC services to women in all small business populations, including those special emphasis groups such as minorities (including Native Americans), 8(a) firms in all stages, veterans and service disabled veterans, reservists called to active duty, people with disabilities, individuals currently and formerly receiving public assistance, individuals in low and moderate income urban and rural areas, and individuals located in HUB Zones (13 CFR 130.340(c)).

### **b. Organization and Structure**

Enclose organizational charts for all proposed full-time and part-time project staff and the amount of time each will devote to the project.

Enclose a list of board members and their fundraising experience. (A board of directors must govern the administrative aspects of the project). The recipient is encouraged to include an accountant and a lawyer on its board. The recipient is further encouraged to have a board member participate in OWBO's WBC conference calls on occasions when fundraising methods and opportunities are discussed.

### **c. Program Objectives**

Applicants must provide a narrative, five-year plan with clear goals, measurable objectives, and time-phased activities that are results-oriented to increase business expansions and new business start-ups among prospective clients. The applicant must complete a milestone chart (see Attachment G) and provide a timeline for each of the five project years, showing goals, objectives and planned activities. The applicant must plan to increase its outputs by 10 percent each project year. The proposal must include a list of the types of training to be offered during the budget period.

### **d. Personnel Resumes**

The proposal must include resumes and position descriptions for the project director and other staff -- (at least one full time employee, serving as project director is required under the grant. This position cannot be shared between two or more employees);

### **e. Other Funds**

The proposal must list any other federal or state programs, contributions or grant funds managed by the applicant organization. Include the source, amount and duration of funds provided by each organization and the purpose for which the funds have been provided. Indicate which contributors will and will not be a part of the WBC match funds. [Reminder: Federal funds cannot be used as match].

The WBC grant recipient must maintain an updated list of funding sources and amounts for each source of funds received by the WBC (including grants, contracts and contributions). In addition, for each source of funds, documentation regarding the name and phone number of the donor/contractor/grantor, the amount of funding, the intended purpose and any requirements,

stipulations or deliverables must be maintained and made available during the annual financial examination process.

The WBC grant recipient must maintain separate accounting/financial records to ensure a clear audit trail for the funds provided under the WBC Cooperative Agreement.

## **2. BUDGET INFORMATION (PART II)**

a. Instructions for Standard Form 424 (Application for Federal Assistance). This guidance supplements that contained on the form.

Item 1. Self-explanatory

Item 2 and 3. Refer to instructions on reverse of form

Item 4. Leave Blank

Item 5 - 7. Refer to instructions on reverse of form

Item 8. Enter: "new"

Item 9. Enter: "U.S. Small Business Administration"

Item 10. Enter: "59.043" Women's Business Ownership Assistance

Item 11 - 13. Refer to instructions on reverse of form

Item 14. Specify the applicant's Congressional district and name of congress person.  
Also, specify other congressional districts in applicant's planned target area.

Item 15. Refer to instructions on reverse of form

Item 16. Enter: Check "b." This program is not covered by E.O. 12372.

Item 17 - 18. Refer to instructions on reverse of form

b. Instructions for Standard Form 424A (Budget Information)

The budget is the applicant's estimate of the total cost of performing the project or activity for which grant support is requested. The budget is to be based upon the cost of performing the project, including Federal and private sources. All proposed costs reflected in the budget must be necessary to the project, reasonable and otherwise allowable under applicable cost principles and Agency policies. All costs must be justified and itemized by unit cost on the Budget Worksheets (p. A-9).

1) Section A – Budget Summary

Column (A): Enter "OWBO"

Column (B): Enter the Catalog of Federal Domestic Assistance Number 59.043

2) Section B – Budget Categories

Amounts entered by budget category in this section are for summary purposes only.

Complete line 6a – 6k. Itemization and justification of specific needs by budget category (Section B) are to be shown on pages A-8 through A-10. under line 21, Section F.

Line 6.a. – 6.h.

The budget amounts must reflect the total requirements for funds regardless of the source of funds. All amounts entered in this section are to be expressed in terms of whole dollars only after completing the requirements of Section F.

3) Section C (Non-Federal Resources), Section D (Forecasted Cash Needs) and Section E (Budget Estimates of Federal Funds Needed for Balance of the Project) -- Refer to instructions on form.

4) Section F – Other Budget Information

5) Line 21, Direct Charges

Identify and explain all items or categories under Section B in accordance with the instructions set forth below. The itemization must reflect the total requirements for funding from Federal and non-Federal sources. In most instances, Line 21 does not provide sufficient space to reflect all of the necessary information. Budget Worksheets are enclosed for your convenience. You may use these worksheets for the detailed budget information listed below or a reasonable facsimile; BUT each budget line item pertinent to your submission MUST ALSO be completed on the application. Please show a complete breakdown of all cost elements summarized in Section B on a separate sheet. Do not list on Line 21 any items included in the indirect expenses entered on Line 22 below.

c. Personnel: List the name, title, salary and estimated amount of time for each employee who will be assigned to this project. The applicant must plan to hire at least one full-time staffer serving as the project director. This position cannot be shared with 2 or more employees. Note that fees, expenses, and estimated amount of time for outside consultants should be included in the Contractual line item. The WBC will not expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Resumes of all personnel assigned to this effort must be included in the application.

d. Fringe Benefits: Leave blank if fringe benefits applicable to direct salaries and wages are treated as part of indirect costs in the indirect cost rate negotiation agreement. If your organization does not have a Federally negotiated fringe benefit package, list each component included as a fringe benefit.

e. Indirect Charges: Enclose Budget Worksheets or reasonable facsimile if sufficient space is not provided. Enter the indirect cost rate, date, and agency that issued the rate. If the organization does not have an approved rate, see instructions (page 42) to receive a provisional rate with SBA, only.

f. Justification of Costs: All costs proposed require justification and narrative explanation

g. Miscellaneous or Contingency Costs: No miscellaneous or contingency costs may be included in the budget. Contributions to a contingency reserve or any similar provision made for events, the occurrence of which cannot be foretold are unallowable. All costs proposed must be included in the specific line items and fully justified. All forms contained in the financial application package must be completed accurately and in full.

h. Proposal Cost: This request does not commit the Government to pay any costs incurred in the preparation and submission of a proposal.

### **3. CERTIFICATION FORMS AND ASSURANCES**

- a. Certification Regarding Debarment, Suspension, and Other Responsibility Matters, Primary Covered Transactions (SBA Temporary Form 1623, 10/88)
- b. Certification Regarding Drug-Free Workplace Requirements
- c. Certification Regarding Lobbying (SBA Form 1711. Must be completed by all WBC Applicants)
- d. Disclosure Form, if applicable (SF-LLL)
- e. Cash Match and Program Income Certification Form (The format includes a certification of program income on hand)
- f. Cost Sharing Proposal (SBA Form 1224)
- g. Assurances-Non-Construction Programs (SF-424B, Revised 7/97)

### **4. Confidentiality and Dissemination of Information**

Unless otherwise specified, all financial, statistical, personnel and/or technical information and data which are furnished, produced or otherwise made available to the WBC by its small business customers during the performance of this Agreement shall not be used for purposes other than performance of work under this Agreement. The above information received by the WBC may be privileged and must not be released or disclosed by the WBC without the prior written consent of the client unless otherwise required by law. If such information is requested in a legal proceeding, the WBC must take the necessary precautions and legal recourse to protect privileged information.

P.L. 108-447, approved December 8, 2004, provides that client information can only be made available to SBA for legal enforcement action and financial audits. However, SBA is also allowed access to client data for obtaining program activity information or conducting client surveys.

No files or records will be removed from the premises of any Government Agency with which the recipient may work without the approval of the Agency in possession of such documents. Publication of any information will be in accordance with 2 CFR, Part 215.

## **B. REQUIRED PROPOSAL SUBMISSION DATES**

**Each WBC applicant is required to submit its proposal electronically via [www.grants.gov](http://www.grants.gov).** Because there are some pre-conditions for submitting applications via [www.grants.gov](http://www.grants.gov), applicants are advised to allow for appropriate time to register their organization, if they are not currently registered. Specific instructions are provided on grants.gov for registering. Proposals should be limited to a maximum of 50 pages, including addendums.

Applications that are incomplete or unreadable, in whole or in part, may be deemed non-responsive and will not be evaluated. Any otherwise eligible applicant that does not submit the above statutorily required information will be deemed to have submitted an incomplete application that will not be evaluated.

### **WBC Applicant Timeline**

Proposal due from the WBC applicant posted to  
www.Grants.gov. Closing time is 11:59 p.m. EST,  
May 17, 2006.

### **1. Unsuccessful Applicants**

After a decision has been reached and if your proposal is not successful, you will receive written notification. This written notice will be SBA's final response to this program announcement.

### **2. Cancellation**

SBA reserves the right to cancel this announcement, in whole or in part, at the Agency's discretion.

## **SECTION C: INTERGOVERNMENTAL REVIEW**

The WBC program does not involve the mandatory payment of any matching funds from the state or local government and does not affect directly any state or local government. Accordingly, Executive Order 12372, "Intergovernmental Review of Federal Programs," does not apply to this Award.

## **SECTION D: FUNDING RESTRICTION**

### **1. Travel:**

#### **a. Travel Costs for WBC Post Award Conference and Other SBA Training/Meetings.**

The applicant's budget proposal must include the costs for two annual, 2-4 day trips to Washington, DC or another location within the continental United States for two staff personnel (the Project Director and an additional staff person) for training and meetings. SBA will specify the dates and locations of these meetings.

b. Reimbursement will be made based on incurred costs. Estimates should be based on knowledge of the applicant's target area. Reimbursements will not be made for time in travel to and from the client's location. Also, reimbursements will not be made for mileage costs within 30 miles of the WBC's location. The applicant must clearly state the purpose for which travel funds are requested. Travel costs must be related to the delivery of WBC services and SBA travel requirements. Supporting data should include numbers of trips anticipated, costs per trip per person, destinations proposed, modes of transportation, and related subsistence expenses. The WBC must submit properly completed pay requests to the OWBO project officer, by way of the DOTR. PLEASE DO NOT SEND PAY REQUESTS DIRECTLY TO THE GRANTS MANAGEMENT OFFICER.

c. Equipment and Construction Cost: Federal funds may not be used to purchase equipment or construction services and materials. Equipment is an item having a useful life of more than one year and an acquisition cost of \$5,000 or more (2 CFR Part 230, Appendix B, Paragraph 15 (a) (2)).

d. Advanced payment: SBA will allow advanced payments in the first, second and third quarters, only. The legislation allows the first advance payment to be made without verifying match. The WBC must submit properly completed pay requests to the OWBO project officer, by

way of the DOTR, by the end of the first month of each quarter. PLEASE DO NOT SEND PAY REQUESTS DIRECTLY TO THE GRANTS MANAGEMENT OFFICER.

e. Performance-based Funding for Continuing “Option-Year” Awards: Applicants shall prepare application cover sheets (SF Form 424) and budgets for each of the five budget periods. Applicants are advised that specific awards made under this announcement may consist of one base year and four (4) consecutive twelve-month option periods. Each additional twelve-month budget period beyond the original award may be exercised at the discretion of the SBA. Among the factors involved in deciding whether to exercise an option for continued funding are the availability of funds, the extent to which past WBC funds were spent, and satisfactory performance of the WBC.

The evaluation criteria below will be used to assign the WBCs performance-based award amounts. Three levels of funds will be awarded for acceptable performance to the highest performance group, the medium performance group, and the lower performance group. The performance groupings will be based on past performance over a one year project period.

| <b>Criteria</b>  |
|--|
| Number of clients served (weighted to take into account the market size/geographic location of the WBC)  |
| Number of Jobs created (weighted to take into account the market size/geographic location of the WBC)  |
| Sound organizational experience and internal organizational structure  |
| Number of clients served who are both socially and economically disadvantaged (weighted to take into account the market size/geographic location of the WBC) |
| Existing location and availability (hours of operations) of the Women’s Business Center  |
| Center assists clients in all levels of business growth and development (nascent, start-up, and in business)   |
| Center provides both long-term and short term-counseling   |
| Coordination with SBA and other community and small business organizations   |
| Financial capability, including ability to meet cash match requirements (indication of self-sufficiency)   |
| Customer satisfaction as measured through the individual course evaluations conducted by the WBC and/or through surveys conducted by the SBA                 |
| Participation on the audio and web-conferencing  |
| WBC Website, active and linked to SBA.gov  |

WBCs are governed by 2 CFR Part 215 for administrative procedures and 2 CFR Parts 220 and 230 for cost principles.

f. Lobbying

There is a broad federal restriction on all grantees of the federal government, which prohibits the use of federal appropriated funds to lobby Congress or agencies concerning certain specified federal actions. [31 U.S.C. § 1352 (also known as the Byrd Amendment)] In addition, 2 CFR 220, Appendix A, Paragraph J (28) and 2 CFR 230, Appendix B, Paragraph 25) provide that

lobbying activities are generally unallowable costs. Reference should be made to 2 CFR Parts 220 and 230, which set forth the unallowable activities as well as the limited activities that are allowed.

g. Fundraising Is Not an Allowable Expense

Expenditures for fundraising activities may not be charged as a direct cost item, nor included in any indirect cost (2 CFR Part 230, Appendix B, Paragraph 17). The applicant must demonstrate that it has adequate community based fundraising resources to obtain required non-Federal matching funds to perform the project.

## **SECTION E: FINANCIAL GUIDELINES**

### **1. Carryover Requests**

The WBC grant recipient may request approval to carry over an unexpended balance of federal funds to use within the first quarter of the next budget period only. Carryover of unexpended funds is permissible only if the funds are to be used for a project or activity within the scope of the WBC program and the request is in the best interest of the SBA.

Carryover requests must consist of the following: (1) SF-424, budget pages, and justification; (2) narrative indicating why the funds were not expended during the period in which they were awarded; (3) SBA District Office approval; and (4) evidence of match. The match for the carryover amount must be shown on the SF 424a budget sheet.

The match requirement for carryover funds can be met by using overmatch from the current budget year, an increase in funds pledged by the WBC or overmatch from the year funds were carried over from or a combination of both.

A carryover request must be made at the time of submission of the final SF-269 (no later than 60 days before the end of the budget period) or the de-obligation process will begin. Approved carryover requests require the issuance of a revised Notice of Award. The WBC must document that carryover funds are spent to support the activities outlined in the carryover request. Expenditures for the carryover requests must be accounted for separately from current year funds. All financial reports, pay requests and other correspondence relating to the carryover funds must reference the federal document number assigned to the funds carried forward.

**2. Program Income.** The grantee must report all program income and SBA must approve the WBC's plan for its use. Also, the grantee must report program income on financial reports submitted to the SBA. Program income must be added to funds committed to the project by the SBA and recipient organizations and may only be used to further eligible program objectives. Program income may be used as cash match. If not used as match, it must be used in the following order of priority: (1) to waive tuition or other fees for project participation of economically and socially disadvantaged clients; (2) for reasonable costs related to the project but not included in the initial budget subject to the written approval of the grants agreement officer; and (3) for continuation of project activities following exhaustion of the Federal and matching funds, and expiration of the current budget period.



3. Annual Programmatic and Financial Examination. The SBA district office technical representative (DOTR) will conduct an annual programmatic and financial examination of the WBC during the fourth quarter of each project year. The recipient organization must have an internal financial management system that meets the standards prescribed in 2 CFR Sections 215.21 through 215.28. SBA requires WBC recipients to have an outside certified public accountant (CPA) certify the condition of the recipient's accounting system at the end of each year of the 5-year project term. SBA requires the accountant to provide his/her State CPA license number on the written certification. (Costs for accounting services needed for each fourth quarter financial review may be included in the proposed budget under either the contractual or indirect costs line item). Approximately every 2 years, an SBA financial examiner will review the WBC's financial records. This review will replace a DOTR financial review for that year.

4. The 51 Percent Rule.

At least 51 percent of the WBC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. The requirement that the WBC project provide 51 percent of the services cannot be met through in-kind contributions from agencies and organizations that are not legally recognized as the recipient of the cooperative agreement. An agency or organization is considered the recipient when it receives the award or is part of a joint venture that has been awarded the cooperative agreement.

## **SECTION V: APPLICATION REVIEW INFORMATION**

### **A. PROPOSAL EVALUATION**

The selection process involves two phases;

1. Initial eligibility and application completeness review
2. Review by an Objective Review Committee (ORC)

Applications will first be screened to determine if the applicant meets certain mandatory eligibility requirements. SBA will not evaluate applicants that do not document in their application that they meet these requirements for participation in the WBC program. Submissions will only be accepted via [www.grants.gov](http://www.grants.gov). **Submission via other electronic mediums will not be accepted. Hard copies will also not be accepted. Proposals are due by 11:59 p.m., EST on April 19, 2006.** The SBA will attempt to notify applicants of ineligible proposals as soon as practicable. The SBA is under no obligation to notify ineligible applicants before the closing date for the acceptance of applications under this program announcement.

The ORC, comprised of SBA officials (and possibly federal officials from other federal agencies, as appropriate), will review eligible proposals based on evaluation criteria stated in this Program Announcement. The ORC will score and rank the proposals and submit their findings to the AA/OWBO. SBA may ask applicants for clarification on the technical and cost aspects of the proposals. Such clarifications must not be construed as a commitment to fund the proposed effort.

Location (Overlap of Target Area and Services): As part of its statutory mandate for conducting the WBC program, the SBA is charged with considering the proposed location of potential WBCs. In doing so, the SBA seeks to make this program available to as wide a segment of the country as possible. While the location of the proposed center is one of the factors listed in the evaluation criteria, SBA will also examine the proposed location of the WBC center after the initial evaluation has been performed to detect any potential overlap or duplication of efforts between applicants and an existing WBC.

If an applicant's proposed activities overlap or duplicate the services of an existing WBC within the same state or geographic location, the applicant must explain how the proposed services or targeted population are different from that of the existing WBC. If, in SBA's determination, there is overlap and/or duplication, the agency reserves the right to decline such an application, regardless of how highly it scores on other evaluation criteria. SBA also retains the discretion to accept such an application after negotiating with the applicant to amend its proposed scope of services so as to eliminate any overlap between the applicant and the existing WBC.

Moreover, if the SBA concludes that an applicant's proposed scope of services would overlap or duplicate the efforts of another applicant and both applicants score highly in the evaluation process, the agency may exercise discretion in determining how to proceed. The SBA may choose to fund the higher-ranking application and decline the other applications. In the alternative, the SBA may accept both applications after negotiating with the applicants to amend their proposed scope of services to avoid any overlap or duplication of efforts.

## **B. EVALUATION CRITERIA FOR WBC APPLICANT TECHNICAL PROPOSAL**

### **1. List of Evaluation Criteria**

- a. Applicant Experience and Internal Organizational Structure. (20 Points)
- b. Ability of Applicant to Reach a Representative Number of Women Who Are Both Socially and Economically Disadvantaged. (10 Points)
- c. Needs Assessment of Target Location. (10 Points)
- d. Services and Activities the Applicant Plans to Offer to Start-up and Existing Small Businesses Owned or Controlled by Women; and the Applicant's Ability to Assist Clients in Addressing Sustainability and Growth Issues. (30 Points)
- e. Plans for Coordination with SBA and other Community and Small Business Organizations. (10 Points)
- f. Financial Ability (20 Points)
- g. Geographic Location. (10 points)

### **2. Clarification of Criteria**

a. Applicant Experience and Internal Organizational Structure. (20 Points)

- 1) The applicant must plan to have the necessary training and technical materials, computer equipment and facilities to provide services and activities under the scope of this program announcement.
- 2) The applicant must describe its past experience and ongoing efforts in providing training, counseling and technical assistance to women business owners or potential owners in the target geographic area. The services must be of the same or similar kind as described in the proposed effort and must be related to the organization's central mission and its other activities. The applicant must demonstrate expertise in long-term and short-term training and counseling programs.
- 3) Applicants must state how and by whom staff will be hired, employed and administered. The applicant must identify the key management, staff and contractors/consultants. For each of these, describe their function, expertise and experience, including expertise in conducting business development programs for women business owners. To demonstrate the capacity and roles of personnel the application must include:
  - a) Resumes and position descriptions for the project director and other staff -- (at least one full time employee, serving as project director is required under the grant. This position cannot be shared between two or more employees);
  - b) Entrepreneurial experience/professional background of staff, volunteers and contractors/consultants;
  - c) An organizational chart for all proposed full-time and part-time project staff and the amount of time each will devote to the project. Grant funds (Federal, match and program income) cannot be used to pay for fundraising efforts. (See description of WBC Project Director in the Glossary of Terms.)
  - d) A description of the role of contractors and outside consultants, who may provide no more than 49 percent of project services (using grant funds);
  - e) A description of at least one staff or consultant function to handle ongoing program data collection and electronic reporting to SBA (include the time to be devoted to this task as well as the staff member's expertise with computers); and
  - f) A list of board members and their fundraising experience. (A board of directors must govern the administrative aspects of the project). The recipient is encouraged to include an accountant and a lawyer on its board. The recipient is further encouraged to have a board member participate in OWBO's WBC conference calls on occasions when fundraising methods and opportunities are discussed.
- 4) The applicant must demonstrate that at least 51 percent of counseling, technical assistance and training will be conducted by the recipient's staff.

5) The applicant must demonstrate its ability to begin providing technical assistance activities no later than 60 days after notification of award. Within the same period, the center must have e-mail capability, access to the internet and a website.

b. Ability to Reach Areas with a Representative Number of Women and Others Who Are Both Socially and Economically Disadvantaged (10 Points)

1) The Applicant must describe in detail its plans on how it will reach a representative number of women who are both socially and economically disadvantaged.

2) The applicant's plan must include a representative number of socially and economically disadvantaged women in its target populations. In order to demonstrate its ability to most effectively serve these population groups, the applicant must describe the makeup of its staff and how its cultural, ethnic and linguistic backgrounds can effectively reach its anticipated clients. For instance, if the applicant will serve a largely Spanish-speaking population, many of its staff should speak Spanish in order to effectively provide services. Also, the applicant must describe plans to help women on welfare become self-sufficient as entrepreneurs. Local demographic data must be provided to support the target number of women to receive services.

3) The applicant must also identify additional target sub-groups to whom services will be provided, i.e., women who are veterans, native American, manufacturers; in agribusiness, technology, home-based businesses; located in a HUBZone, rural or urban area; with disabilities or in other specific categories.

c. Needs Assessment of Target Location (10 Points)

1) The applicant must demonstrate the need for its program in the proposed geographic area. Applicant must describe all other services for women entrepreneurs in the area and why it is important to use federal funding for the proposed WBC. The applicant must provide a narrative description of the target area to be served--geographic size, population numbers, population type (urban, rural, suburban) and the local need for assistance to small business concerns owned and controlled by women.

2) The applicant must provide a clear profile of the demographic and economic conditions in the proposed service area including the percentage of the socially and economically disadvantaged, unemployment trends, and business and job creation activity. This may consist of data on the percent of population in the area that is below the poverty level, the percent of population with low to moderate income, and a breakdown of the racial, ethnic and gender makeup of the applicant's area of operation.

3) Describe the location for the planned project, its hours of operation, its access to and association with the target population and explain why the applicant believes it will appeal to the target clientele. The plan for the WBC's work week must include weekend and weeknight hours and a plan for online counseling to serve clients during non-traditional hours.

4) If the proposed geographic area selected by the applicant is in the general proximity of an existing WBC, the applicant must demonstrate through documentation that its scope of services

will not overlap or duplicate those of the existing WBC. The applicant must also provide a written explanation describing how the target population that the applicant proposes to serve is not served by the existing WBC.

d. Services and Activities to be Offered to Small Businesses Owned or Controlled by Women or Women Entrepreneurs and Other Clients. (30 Points)

1) Applicants must provide a narrative, five-year plan with clear goals, measurable objectives, and time-phased activities that are results-oriented to increase business expansions and new business start-ups among prospective clients. The applicant must complete a milestone chart (see Section XII) and provide a timeline for each of the five project years, showing goals, objectives and planned activities. The applicant must plan to increase its outputs by 10 percent each project year.

Each SBA district office must provide a certain number of Entrepreneurial Development counseling and training activities each year through its resource partners ( i.e., SCORE, SBDCs and WBCs). In fiscal year 2006, the WBC Program plans to train and counsel nearly 126,998 clients. Because the number of clients you serve will contribute to the SBA annual production goal, your client goal must be coordinated with the district office.

2) The plan must include long- and short-term training, counseling and technical assistance in the following areas:

a) Financial Matters – Projects must provide training and counseling on how to: prepare a loan package and secure business credit from all lending sources; prepare and present financial statements; manage cash flow; understand and comply with tax laws, accounting principles (and welfare regulations where appropriate); manage the financial operations of a business; and teach clients how to seek investors and how to participate in small business investment programs (e.g. SBIC).

b) Management Assistance – Projects must provide training and counseling in how to effectively start-up and/or manage a business and engage in strategic business planning. Management assistance includes but is not limited to such areas as employee management, legal advisory information, operations, inventory control, and incorporation of technology. It should also include individual or group mentoring by successful businesswomen or men. The applicant must plan at least two ongoing mentoring roundtables each project year.

c) Marketing Assistance – Projects must provide training and counseling on how to increase a business's capacity to prepare and execute marketing plans. Marketing assistance includes (but is not limited to): developing pricing, packaging, and distribution strategies; identifying and pursuing local and export contract opportunities; negotiating contracts; and using effective public relations, networking and advertising techniques as well as use of the internet for marketing purposes.

d) Government Procurement/Certification Assistance – Projects must provide women business owners with training and counseling in state or city certification, and training on how to sell to local, state and Federal governments. Projects must have a plan to train women on how to obtain

public and private sector contracts for women business owners. Plans can include mentoring, training, bid and proposal preparation, matchmaking and networking. Projects must work with SBA district offices on procurement training opportunities and assistance.

e) Loan Packaging and Loan Assistance - Projects must provide counseling and training in the business loan application process and assist clients in the preparation of business plans and loan applications. Projects should detail plans to provide loan packaging services with an emphasis on SBA loans.

f. Internet Training – Projects must provide training in the business uses of the internet (including website design and development and electronic commerce (eCommerce)). The applicant must demonstrate its plans to provide up to six internet group training sessions during each year of this grant, introducing local clients to business uses of the internet (including web design and development) and to the Online Women's Business Center (OWBC). The applicant must demonstrate its plans to provide at least an average of four hours per week for individual counseling and technical assistance concerning the use of the internet.

The applicant must have e-mail capability to counsel and respond to client technical assistance questions, have access to the internet for staff and clients, and create and support its own website. The applicant must plan to generate and share WBC produced training and information materials annually with the SBA.

Additionally, the applicant must have a website and link that website to the SBA website at SBA.gov

g) WNET Roundtables - The WBC must plan to conduct at least one roundtable for the Women's Network for Entrepreneurial Training (WNET), with guidance from OWBO and the SBA district office, during each project year. (See WNET definition in Attachment A.)

i) Examples of Other Training - The applicant may also choose to propose additional training programs. For example, training programs that include specialized business services in the areas of home-based business, legal issues, technology, accounting, rural businesses, agri-businesses, child care, elder care, manufacturing, business expansion and franchising, international trade; and business programs helpful to veterans, persons off welfare, people with disabilities and other categories of women in business.

3) The applicant's plan must provide for servicing both start-up and Established businesses. As more and more women are already in business, many need technical assistance for business maintenance, expansions, buyouts, etc. The applicant must describe how these services will be provided.

4) The applicants must demonstrate its plan to increase clientele and performance outcomes by 10 percent each year throughout the five-year period of the award.

5). The applicant must provide an evaluation design and method for measuring the outcomes of the project's objectives and complying with all required financial, performance, customer satisfaction, and follow-up reporting, including Entrepreneurial Development Management

Information System (EDMIS). The applicant must also provide a client follow-up plan to measure program effectiveness from year-to-year. The follow-up plan must be able to provide SBA with the following information (required by statute):

- a) The number of individuals assisted.
- b) The number of start-up business concerns formed.
- c). The gross receipts of assisted concerns.
- d) The employment increases or decreases of assisted concerns.
- e) To the maximum extent practicable, increases or decreases in profits of assisted concerns.

e. Plans for Coordination with SBA and Other Community and Small Business Organizations.  
(10 Points)

- 1) Collaborative efforts with community-based organizations and SBA resource partners regarding in-kind contributions must be conducted under a written agreement. Such activities may not be included in the 51% service requirement of WBC staff.
- 2) The applicant must explain how it will interact and coordinate with, and not duplicate the services of SBA and SBA's resource partners. The applicant should demonstrate its involvement with SCORE, Small Business Development Centers (SBDC), and the SBA MicroLoan program's MicroLenders and non-lender technical assistance providers, and other SBA resource partners under co-sponsorship arrangements and memoranda of understanding. To the extent practicable, the applicant should provide commitment letters and/or cooperative agreements that state the manner in which the recipient organization and its WBC unit will cooperate to leverage resources, including outreach to local media.
- 3) The WBC must initiate and maintain a close working relationship with the district director and the district office technical representative (DOTR) of the nearest SBA district office and must support that district office's outreach efforts to women. The applicant must document its plans to:
  - a) Utilize SBA as a resource partner and maintain close and recurring communications with the DOTR.
  - b) Forward copies of all reports and pertinent correspondence simultaneously to the DOTR, OPGM, and the OWBO portfolio manager.
  - c) Assist SBA with conferences and special programs for women.
  - d) Include SBA in all outreach activities.
  - e) Promote SBA programs to the WBC's clients, as well as in dealings with the press.
  - f) Solicit SBA's participation at all women's business center events, including WNET roundtables.
  - g) Regularly invite SBA personnel for prominent speaking roles.

h) Openly display SBA brochures and SBA partnership posters (provided by SBA) in a prominent area at the women's business center location.

4) The applicant must list the local services, resources and community organizations with which it will collaborate and explain how the collaboration will contribute to the success of the proposed project. The applicant must describe how it will integrate services with mainstream financial institutions in order to tap the skills and expertise of the institutions. The applicant must describe how it will collaborate with state and/or local governments, chambers of commerce, loan funds, community colleges, women's organizations and other local services to enhance entrepreneurial development for women and small business owners.

5) The applicant must include letters of support to verify local need and support for the proposed program. These letters/agreements must state the manner in which the signatory and the WBC will cooperate to leverage resources, including outreach to local media. Also, the letters must substantiate that the applicant has a satisfactory record of performance, integrity and business ethics.

#### f. Financial Ability (20 Points)

1) The applicant must provide a signed statement by an outside CPA that its financial system complies with 2 CFR Sections 215.21 through 215.28. Also, the CPA must provide the State CPA license number. The applicant must describe its plan to ensure accuracy of its financial recordkeeping and describe its practices regarding the receipt and expenditure of program funds. The applicant must plan to have an accountant on hand for SBA's annual fourth quarter site visit. An outside CPA must certify the condition of the recipient's accounting system at the end of each year of the 5-year project term. (Costs for accounting services may be included in the proposed budget under either the contractual or indirect costs line item). Approximately every 2 years, an SBA financial examiner will review the WBC's financial records. This review will replace the DOTR financial review for that year. Additionally, the applicant must plan to make financial records accessible to at least two staff persons and must plan to require two staff persons to approve WBC expenditures and endorse WBC bank drafts.

2) The applicant must provide a detailed development plan demonstrating how the cash and in-kind match will be raised over the five-year length of the project. In addition, a plan is required for continuation of funding after the federal grant period expires. The applicant must include letters of support from potential sources of matching funds.

Upon receiving an award, the successful applicant will be required to provide written certification to SBA as proof that adequate match has been obtained and applied to the project. Federal and match funds as well as program income cannot be expended for fundraising activities as a direct cost to the project, nor included in any indirect cost. Further, SBA will not permit the use of federal funds for construction or equipment purchases.

3) The applicant must be capable of meeting the non-federal match requirements. The applicant must provide letters of commitment from non-federal sources to certify its ability to match federal contributions. The recipient must report all receipts and expenditures of the required



match amount in order to receive federal reimbursements. (The legislation allows the first advance payment to be made without verifying match).

4) If the applicant plans to generate program income, please state method and provide tuition rates, if any, for proposed services.

5) The applicant must ensure that project funds will be clearly designated for WBC project activities and services and records will be maintained under a separate accounting code to prevent the appearance of commingling.

G. Geographic Location. (10 points)

Special consideration will be given to eligible applicants in the following states and U.S. territory where an SBA-funded WBC is not in operation as of September 30, 2006. These areas are Delaware, Idaho, Kentucky, Maine, Guam and the U.S. Virgin Islands.

## **VI. AWARD ADMINISTRATION INFORMATION**

### **A. AWARD NOTICE**

Successful applicants will receive a Notice of Award in the form of an SBA Cooperative Agreement.

### **B. SBA DUTIES AND RESPONSIBILITIES**

The SBA involvement includes, but is not limited to:

- a. Checking that WBC activities conform to the requirements of the law, the program announcement, the cooperative agreement, SBA policy, and other areas agreed upon.
- b. Monitoring and overseeing the cooperative agreement and ongoing operations of the WBC to see that Federal funds are used effectively and efficiently. This includes, but is not limited to: 1) reviewing records and files (including programmatic and financial reports); 2) reviewing procedures related to performance under this agreement; and 3) interviewing WBC clients to determine satisfaction with WBC services.
- c. Checking that the WBC has adequate policies and procedures to monitor the receipt and expenditure of program income, and checking that program income was used: 1) to waive tuition or other fees for project participation of economically and socially disadvantaged clients; 2) for reasonable costs related to the project for written approval of the grants officer; 3) for continuation of project activities following exhaustion of the project funds after the end of the budget period.
- d. Providing written approval of all contracts, other than those submitted as part of the proposal.
- e. Providing prior approval for the selection of all key personnel.

- f. Reviewing performance reports (including narrative and data reports) and financial records for completeness and accuracy.
- g. Referring clients to the WBC.
- h. Including the WBC in SBA events, including conferences, workshops, speaking engagements, etc. for women business owners.
- i.) Conducting semi-annual (twice a year) site visits, one serving as the annual programmatic and financial examination of each WBC.
- j. Working with the local SBA District Office to establish the WBC's annual client goals.
- k. Where appropriate, the district office will support proposed collaborative activities between the WBC and other SBA resource partners. [Note: The SBA and another party may participate with the WBC on grant activities not specified in the original proposal as approved under a co-sponsorship agreement or modified proposal.]
- l. The WBC must provide its brochures to the district office to market its programs through the SBA.

## **C. REPORTING**

### **1. REPORTING REQUIREMENTS**

#### **a. Required SBA Reports**

All WBC recipients must provide the required reports to SBA. All reports must be filed on time and failure to file timely may result in processing delays for federal funding draw down requests. The required reports are:

- 1). WBC Quarterly Counseling, Training & Information Transfer Reports (EDMIS Summary)
- 2). Report of Federal Cash Transactions, SF-272 and Financial Status Report, SF-269
- 3) Quarterly Performance Report
- 4). Final (4th quarter) Performance Summary Report (including the Economic Impact Data Report)
- 5) At the end of each budget year, an outside CPA must certify the condition of the WBC grantee's financial management system in accordance with 2CFR Sections 215.21 through 215.28, "Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations."

#### **b. Report Descriptions**

- 1) WBC Quarterly Counseling, Training & Information Transfer Reports (EDMIS Summary)  
Due: No later than 30 days after the close of the applicable quarter.

All WBCs are required to report program data through SBA's EDMIS2 system. EDMIS2 serves as a centralized data collection system that collects, analyzes and reports on the data collected. While WBCs may, if they feel the system meets all of their MIS needs, use EDMIS2 as their primary MIS, they may also choose to maintain existing or complementary systems should they individually require more extensive data collection needs than that of the SBA.

All WBCs are required to be fully capable of either manually entering data or uploading batch files to the EDMIS2 system. The system stores this client specific information and is capable of generating reports on the data. The data collection tools consists of Form 641, Parts I, II and III, the Form 888 and the new SBA Form 2226.

On a quarterly basis, WBCs must report into EDMIS2 its Information Transfers. In order to count and report Information Transfers, each WBC must document its data in a log. This category may include such items as the use of library resources, the use of computers or software, viewing of business videos, fax-on-demand, information mailings, telephone assistance, electronic assistance, etc. Reporting of these services as well as counseling and training presents a more complete scope of WBC activity and its use of resources.

All data reported to EDMIS2 are required to be certified. Certification of data is the process whereby a resource partner:

- a) Ascertains that records that have been either manually entered or uploaded into the EDMIS2 have been received by SBA's EDMIS system, and
- b) Formally acknowledges that the records entered into EDMIS2 have been cross-checked for accuracy, and are reliable and accurate to the best of the user's knowledge

**Failure to comply and report data accurately and provide certification of data in a timely manner may result in withholding funds or jeopardize future funding.**

Resource partners and District Offices are required to certify data once per quarterly reporting period. If the records are not certified by the user, they will automatically be certified by the system five business days following the 30 days window at the close of each reporting period. Once data is certified for a quarter, it may not be certified again for the same quarter.

Once certified, resources partners and District Offices will not be allowed to change the Counseling session data (641 III), Training data (888) and Information transfer data (2226). Certified data can only be changed through a written request that is approved by the OWBO Program Manager.

Compliance dates are listed below:

Quarterly information due: 30 days after the close of the quarter

Certification due: 5 business days following the 30 day window at the close of the quarter

2) Report of Federal Cash Transactions, SF-272 and Financial Status Report, SF-269

WBCs are required to report 30 days after the close of each quarter of operation with the exception of the final report which is due 90 days after the completion of each twelve-month budget period.

The recipient must have an outside accountant certify the conditions of the WBC's financial management system as part of SBA's final Programmatic and Financial Examination. The CPA must provide the State CPA license number.

### 3) Quarterly Performance Reports Instructions

WBCs are required to submit quarterly performance reports. The recipient must electronically transmit the reports to the OWBO project officer and the DOTR. However, the recipient must send a hard copy with original signature to the Grant Management Officer (GMO). The reports are due no later than 30 days after the end of each quarterly reporting period, i.e., October 30, 2006; January 30, 2007; April 30, 2007; and July 30, 2007. The SBA may withhold payments if reports are not received or are deemed inadequate in the SBA's sole discretion.

a) The narrative section of the quarterly performance reports must include:

b) A comparison of actual accomplishments to the estimated milestones established for the reporting period.

c) Reasons for slippage in those cases where the milestones were not met, and a plan of action to overcome those slippages or a detailed statement of how the program will better serve women business owners if the milestones are revised.

d) Information relating to actual financial expenditures of budget object cost categories versus the estimated budget. Also, include an explanation of any cost overrun by budget object cost category. Financial data furnished in this report is from a Manager's standpoint and is in addition to the information furnished in the financial reports cited below.

e) Other pertinent information including:

- Success stories suitable for inclusion in the report to Congress;
- News clippings, brochures, etc.;
- Names of key personnel;
- List of board members and board chairperson, physical and e-mail addresses, phone numbers and fax numbers;
- Cost(s) of client tuition, if any; and
- Number of economically disadvantaged clients receiving scholarships for client tuition (i.e., waived tuition due to WBC's receipt of program income).

f). Number of WNET Round Tables and brief description of each.

g) The final performance report must also include a summary of the year's activities, challenges, and accomplishments. The report must include the economic impact generated from the assistance you have given your clients during the budget period using the following format.

Customer Satisfaction: \_\_\_\_%

Number of Business Start-ups: \_\_\_\_\_

Number of Jobs:      Created      \_\_\_\_\_  
                                 Retained      \_\_\_\_\_  
                                 Lost      \_\_\_\_\_

Gross receipts of businesses assisted \_\_\_\_\_

## **2. RECORDKEEPING REQUIREMENTS**

All WBC applicants will be required to maintain complete and accurate records and supporting documentation to facilitate a thorough program audit. All significant client counseling, training and other activities shall be fully documented. WBC applicants will support SBA's required data collection and reporting system.

In addition to the performance, financial and program reports already mentioned in this Announcement, you must maintain the following reports:

### **a. Counseling Activity Reports**

All WBCs are required to collect the information currently requested on SBA Form 641 or an equivalent form that supports SBA's management information database. A client will be counted once in a fiscal year with reporting to include both the number of sessions and the number of hours spent with the client.

Reporting of counseling should be identified on the SBA Form 641, Part I as face-to-face, on-line or telephone depending on the type of initial contact.

Online counseling must meet the same standards as person-to-person counseling and there must be a signed SBA Form 641 or an equivalent form that supports SBA's management information database. If not, it is an Information Transfer.

When reporting online counseling into EDMIS2 use the following guidelines:

- If the initial session is online, then Part I of the SBA Form 641 should be checked as on-line.
- If the online counseling session conducted is a follow-up session, then Part III of the SBA Form 641 should be checked as an on-line counseling session.

When reporting trainings conducted with multiple SBA sponsors, sponsors must equitably divide the attendees so as to eliminate multiple counting. In situations where there are breakout sessions given individually by resource partners, each resource partner can count the respective breakout session attendees with the requirement that there is a sign-in sheet, an evaluation and an SBA Form 888 must be prepared.

Each WBC is also required to adhere to the following:

Compliance with legislation passed by the Congress and Executive Orders issued by the President, federal executive agencies, including the Small Business Administration (SBA). Regulations and policies implementing these laws and Executive Orders can be found in Title 13, Code of Federal Regulations (CFR), Chapter 1, or SBA's Standard Operating Procedures (SOPs). In order to provide the required notices, the following is a brief summary of the various laws and Executive Orders that affect SBA's Entrepreneurial Development programs.

#### Paperwork Reduction Act (44 U.S.C. § 3501)

SBA is collecting record keeping information on form OMB 83-I in order to facilitate business assistance services to its clients and for agency analyses related to the operation and management of the Entrepreneurial Development programs. Periodically, the SBA may use the information collected on this form to produce summary reports for program and management analysis, as required by law. SBA also intends to use the individual client data to select participants for follow-up surveys designed to evaluate SBA assistance services.

NOTE: The estimated burden for completing this information is three minutes. Your responses to the requested information are voluntary under these programs. You are not required to respond to the questions on this form if it does not display a currently valid OMB control number. If you have questions or comments concerning any aspect of this information, please contact the U.S. Small Business Administration Information Branch, Washington, DC 20416 and/or Desk Officer for the Small Business Administration, Office of Management and Budget, Office of Information Regulatory Affairs, 725 17<sup>th</sup> St., NW, Washington, DC 20503.

#### Privacy Act (5 U.S.C. § 552)

Any person can request to see or get copies of any personal information that SBA has in his/her own file, when the information is retrievable by individual identifiers, such as name or social security number. Requests for information about another party may be denied unless SBA has the written permission of the individual to release the information to the requestor or unless the information is subject to disclosure under the Freedom of Information Act.

Note: Any person concerned with the collection, use and disclosure of information, under the Privacy Act may contact the Chief, Freedom of Information/Privacy Act Office, U.S. Small Business Administration, Suite 5900, 409 3<sup>rd</sup> St, SW, Washington, DC 20416 for information about the Agency's procedures relating to the Privacy Act and FOIA.

#### Freedom of Information Act (5 U.S.C. § 552)

This law provides, with some exceptions, that SBA must supply Agency records, (i.e., information in its files and records) to a person requesting it. This generally includes aggregate statistical data on SBA's business assistance programs. SBA does not routinely make available a client's proprietary data (without first doing pre-notification, as required by Executive Order 12600), or information that would cause competitive harm or constitute a clearly unwarranted invasion of personal privacy.

For information about the Freedom of Information Act, contact Chief, Freedom of Information/Privacy Act Office, U.S. Small Business Administration, 409 3<sup>rd</sup> St., SW, Suite 5900, Washington, DC 20416.

#### Agreement

Each client is required to sign a request for assistance statement that includes the following:

*"I request business management counseling from a Small Business Administration resource partner, the Women's Business Center. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBA assistance services. I understand that*

*any information received by an SBA resource partner counselor will be held in strict confidence by the counselor to the extent allowable by law.*

*I further understand that SBA resource partner counselors have agreed not to: (1) recommend goods or services from sources in which the individual counselor has an interest; and (2) accept fees or commissions developing from any SBA resource partner counselors. In consideration of the provision of management and/or technical assistance by a resource partner counselor, I agree to waive all claims arising out of this assistance, against SBA personnel, the resource partner from whom I sought assistance, its host organizations, and the counselor(s) arising from this assistance."*

These forms shall be retained in accordance with current OMB and SBA requirements.

WBCs are responsible for reporting all counseling activities on SBA Form 641, "Counseling Information Form" or an equivalent form that supports SBA's management information database. Copies of these forms must be retained at the WBC and available for review by the SBA. An electronic version of these forms may also be used as long as the data elements are the same.

**b. Training Activity Reports**

WBCs utilize SBA Form 888, "Management Training Report" or similar program developed form to report small business management training activities. The SBA Form 888 should be prepared by the WBC when the WBC is responsible for managing a training activity. WBCs may use a computerized version of this report.

WBCs will submit all training information from the SBA Form 888s or equivalent form quarterly to SBA's EDMIS2 system. The SBA Form 888 or similar program developed form must be maintained at the WBC for review by the SBA Project Officer.

**c. WBC Client Evaluation Forms**

Evaluations must be collected from WBC clients who receive continuous counseling or attend a WBC training event. All WBCs should develop internal procedures to ensure that evaluations are performed on a regular basis and retain these documents on file.

**SECTION VII. AGENCY CONTACT(S)**

**A. PROGRAM POINTS OF CONTACT**

Questions concerning general information and/or the technical aspects of this Program Announcement should be directed to the Office of Women's Business Ownership at [owbo@sba.gov](mailto:owbo@sba.gov). **Only eligible entities should contact the SBA regarding this Program Announcement.**

**B. FINANCIAL/GRANTS MANAGEMENT CONTACT**

Questions regarding budget matters should be directed to Adrienne Dinkins, SBA Office of Procurement and Grants Management, (202) 205-6622. **Only eligible entities should contact the SBA.**

## **C. PEER CONTACTS**

A list of peer contacts for this Announcement can be obtained by logging on to SBA.gov and OnlineWBC.gov.

## **SECTION VIII: OTHER INFORMATION**

### **A. ADVANCE UNDERSTANDINGS**

#### **1. Joint Ventures.**

a. If you participate in a joint venture that is formed solely to apply for this cooperative agreement, neither you nor your partners in the joint venture may also apply separately. However, if your joint venture was not formed solely to apply for this cooperative agreement, you and your partners may submit separate proposals. All parties within the joint venture must separately meet WBC eligibility requirements in order to apply as a joint venture.

b. Applications from joint ventures must name the primary liaison with the Federal government, and include a copy of the joint venture agreement outlining responsibilities of each partner organization and the percentage of time each member organization will devote to the project. An authorized signature from each organization must appear on the agreement. The notice of award document to joint venture recipients will reflect the names of all parties within the joint venture.

#### **2. Conference Calls**

The WBC recipient must engage in monthly conference calls with the SBA headquarters' project officer from the Office of Women's Business Ownership. A board member may attend the call and provide input, particularly about fundraising methods.

#### **3. Outreach Event.**

The recipient must plan to hold a project outreach event within the first quarter of the project period. The activity must inform the public and press about specific plans or accomplishments of the project. The recipient must coordinate the event with the SBA district office and the Office of Women's Business Ownership.

#### **4. Online Advertising.**

The recipient agrees to limit its acceptance of website advertising, cross selling, and promotions to only those advertisers that are approved in advance by the grant office technical representative (GOTR). The recipient agrees not to accept advertising, cross selling or promotions from any advertiser promoting, offering, or selling alcoholic beverages, tobacco products, sexual products (including dating services and pornographic materials), illegal or controlled substances or materials; gambling and gaming devices, products or services; or any other products, services or



materials inimical to the mission of this cooperative agreement or that do not assist small businesses and entrepreneurs, as determined by the SBA.

## 5. Online Counseling

SBA is structuring an online counseling program that will require the cooperation of all WBCs. WBC recipients must agree to participate in this effort. More information will be provided to WBC recipients.

## 6. Office of Management and Budget Administrative Requirements

The WBC Cooperative Agreement Notice of Award incorporates by reference all applicable OMB Circulars, including:

- a. 2 CFR Part 220, “Cost Principles for Educational Institutions.”
- b. 2 CFR Part 215, “Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals, and Other Non-Profit Organizations.”
- c. 2 CFR Part 230, “Cost Principles for Non-Profit Organizations.”
- d. OMB Circular A-133, “Audits of States, Local Governments, and Non-Profit Organizations.”

## 7. USE OF SBA LOGO AND ACKNOWLEDGEMENT OF SUPPORT

SBA is committed to working closely with its resource partners to provide quality, customer-centric products and services that support the evolving needs of small business. Under the WBC program (as established by the Small Business Act), SBA provides funding and other support to organizations for the provision of technical assistance to small business concerns. Accordingly, all WBCs are required to appropriately acknowledge SBA’s support.

It is important that SBA’s role, identity and network of resources be clearly understood by WBC clients. Further, SBA wants to ensure that all Agency and partner resources are fully leveraged, such that product duplication is avoided and sharing is prominent among and between SBA, the WBC and other SBA resource partners.

Under this Agreement, each WBC must feature the SBA logo and/or official acknowledgement of support on all materials produced (either in whole or in part) using project funds (i.e., federal funds, matching funds and/or program income). This requirement does not apply to materials that are not produced using project funds. For purposes of this section, the term “materials” includes, but is not limited to, items such as press releases, brochures, reports, advertisements, training booklets, websites, etc. The term “materials” does not include items such as stationery or business cards. The SBA logo appears below:



In addition, while WBCs must display signage featuring the SBA logo at all facilities open to the public, such signage **must** also prominently feature the acknowledgement of support identified below.

Where used, the SBA logo may be positioned in close proximity to a WBC's own logo or may be placed in a prominent location elsewhere in the material. Additionally, whenever a WBC elects to use the SBA logo, the following statement **must** appear immediately below or adjacent to that logo:

*Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.*

This acknowledgement of support must appear verbatim and **may not** be altered or replaced with substitute language. However, on materials with severe space constraints such as signs and banners, a WBC may substitute "SBA" for "U.S. Small Business Administration" in the acknowledgement of support. The acknowledgement of support must be presented in a legible typeface, font size and - where applicable - color contrast.

On materials for which an WBC does not elect to use the SBA logo, it must at a minimum feature the acknowledgement of support listed above. The SBA logo and/or acknowledgement of support **may not** be used in connection with WBC activities that are outside the scope of the Cooperative Agreement. **In particular, UNDER NO CIRCUMSTANCES may the SBA logo or acknowledgement of support appear on items used in conjunction with fundraising; lobbying; or the express or implied endorsement of any good, service, entity or individual.**

Furthermore, where a WBC produces materials which feature editorial content, it must use the following alternate acknowledgement of support (either independently or in conjunction with the SBA logo):

*Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.*

In accordance with Section 504 of the Rehabilitation Act and the Americans With Disabilities Act of 1990, all notices; promotional items; brochures; publications and media announcements informing the public of events, programs, meetings, seminars, conferences and workshops sponsored or cosponsored by the SBA, must include the following accessibility/accommodations notice:

*Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact [name, address, and phone number of person who will make the arrangements].*

### **Shared Information**

The SBA will have an unlimited license and all rights to use data (excluding private client data), including those prepared or stored electronically, which are generated either partially or fully under this Cooperative Agreement, including materials that are copyrighted. Therefore, all WBC-developed or funded training and/or information materials, such as publications, training guides/materials, online courses, online tools, web sites, etc. prepared for the betterment of small businesses will be readily available to SBA and all of its resources partners. As part of their planning process, WBCs will be expected to develop plans for generating and sharing WBC-produced training and information materials. These plans will be reviewed with the SBA program office. SBA may select some training materials for distribution via SBA's national on-line training network, the Small Business Training Network (SBTN) ([www.sba.gov/training](http://www.sba.gov/training)). Registered clients taking such SBTN delivered courses which meet ED client definitions will be credited to the respective WBC.

Any surveys or information collections to be conducted by the recipient as a requirement of the Cooperative Agreement are subject to the requirements of the Paperwork Reduction Act, as amended. The SBA agrees that, before requiring the recipient to conduct surveys or information collections, it will complete the necessary requirements under the Paperwork Reduction Act. Surveys conducted by the recipient, independent of the SBA, are not subject to the Paperwork Reduction Act.

### **8. Hours of Operation**

The WBC shall be open throughout the year during the normal business hours. In addition, provision should be made to provide evening and weekend assistance, both on-line and in the service centers, as appropriate to meet the needs of women in the local community. Anticipated closings shall be included in any annual renewal application. Emergency closures shall be reported to the SBA Project Officer as soon as is feasible.

### **9. Legal Services Restrictions**

No costs associated (either directly or indirectly) with civil, criminal or administrative litigation are allowable under an award made pursuant to this Announcement. Project funds may be used to pay the cost of non-litigation legal counseling services either to the recipient of this award or project beneficiaries. However, all parties receiving such services must agree in writing to waive any claims of privilege over such services with regard to SBA to the extent necessary for the Agency to perform its monitoring and oversight function.

WBCs may offer training courses on business law issues, provided that legal topics are presented by individuals qualified by training and experience to address such topics. In furtherance of their educational mission, WBCs may negotiate arrangements with law schools to offer clients access to supervised student legal clinics that are approved by the state attorney licensing entity. The WBC must make appropriate disclosures and disclaimers to that effect.

## 10. Disaster Operations Plan

Each WBC must have in place disaster plans to ensure delivery of services to small businesses in its area of operations. Such plans must be kept on file and available for review by SBA officials. Plans should be reviewed annually by the Center Directors and updated as needed. WBCs individually, and in cooperation with SBA and other federal agencies as well as state and local entities are encouraged to provide disaster recovery assistance to support impacted small businesses in local economies.

## **B. DEFINITIONS**

### 1. Budget Period

The 12-month period in which expenditure obligations are incurred by the WBC. For the purposes of this announcement, the initial budget period will be from September 30, 2006-September 29, 2007.

### 2. Client

The client is the business, if it exists. In the case of a prospective business, the client is the individual (i.e., nascent entrepreneur) receiving WBC services. Each client will be counted only once in a fiscal year, and the reporting will include both the number of sessions and the number of hours spent with the client.

### 3. Contributions/Donations

Funds received by the WBC with no conditions and may be used as match or overmatch in the year expended. Federal funds or amounts reported as match may not be used as contributions to others.

### 4. Counseling

Services provided to an individual and/or business that is substantive in nature and requires assistance from a resource partner or District Office personnel in the formation, management, financing, and/or operation of a small business enterprise AND is for no less than one half-hour initially and includes any counseling session thereafter regardless of time. Counseling is one-on-one, in person, on the telephone or electronically and is specific to the client's individual needs and requires a signed SBA Form 641 or equivalent form that supports SBA's management information database. To allow for reporting of time invested in a client, preparatory time will be tracked separately from counseling time but attributed toward counseling time in data reporting. Travel time will not count toward counseling time but will be tracked separately.

### 5. Counseling Session

A counseling session must be at least 30 minutes in length in order to be reported. However, it is not the intent of this definition to encourage a time limitation of 30 minutes, but rather to create standardization across all SBA ED programs. The SBA recognizes the quality and impact of WBC counseling achieved through long-term relationships with clients and corresponding in-depth counseling. Further, the SBA acknowledges that WBC counseling typically is measured in

hours, not minutes, and the proven historical WBC client economic impact statistics are principally a result of the significant investment in client counseling.

6. Counseling Case. See client.

7. Distance Learning

Distance learning is the process of connecting learners with remote and multiple resources. Such learning uses communication technologies to stimulate continuous and lifelong learning. The technologies used include video, audio, computer, satellite, audio-graphic and print technologies.

8. Electronic Commerce (eCommerce)

Electronic commerce refers to all aspects of business and market processes enabled by the Internet and other digital technologies.

9. Goals and Initiatives

WBC Goals are those established in collaboration with the SBA District Office.

10. Grant Management Officer (GMO):

The SBA official with delegated authority to obligate federal funds by signing the Notice of Award.

11. Information Transfers

Information Transfers are contacts with individuals of a substantive nature that can not be considered counseling or training because they do not meet the minimum time requirement of 30 minutes. Recipients must report Information Transfers using SBA Form 2226. Elements that should be reported on the SBA Form 2226 include the following: phone calls, information packets disseminated, newsletters, website visitors requesting information, clients using onsite library materials and clients attending presentations that do not qualify as training events.

12. In-Kind

A non-cash match contribution based on the value of goods and services that are provided to the project.

13. Nascent Entrepreneur

An individual who has taken one or more active steps to form a business. An individual who seeks assistance from SBA and/or one of its resource partners meets this definition. SBA's Office of Entrepreneurial Development (OED) includes nascent entrepreneur as one of its three major market segments: nascent entrepreneur, start-up (individuals who have been in business up to six months), and, existing businesses, (businesses in operation more than six months and classified as small by the SBA).

14. On-Line Counseling

On-line counseling must conform to the same quality standards as person-to-person counseling. (See definition of counseling above.) As such, on-line (or e-mail) counseling must be substantive in nature and require assistance from a WBC in the formation, management, financing and/or operation of a small business enterprise. It must be 30 minutes in length to qualify as a session. The recipient of the counseling must acknowledge, through an SBA Form 641 or an SBA

approved “electronic substitute,” the requirements imposed by accepting counseling assistance from the SBA or its resource partner.

#### 15. Online Training

On-line training must last 30 minutes or more and must conform to the same quality standards as person-to-person training. (See definition of training below.) Such an activity may include a self-taught online training event or an interactive on-line course. On-line training requires client registration, must be sponsored by the WBC, and be delivered through the WBC’s website. Every attempt must be made to collect information from the individual that is collected on the SBA Form 888. If the on-line training is less than 30 minutes it will be counted as an Information Transfer. Participation shall be measured by registered “visits” (as opposed to “hits”) at a specified website. There must be an evaluation and every attempt should be made to have the participant complete the information.

#### 16. Person-To-Person Counseling

This is the 30 minute initial person-to-person session with the client on an individual basis. Subsequent sessions must be substantive in nature and should be tracked.

#### 17. Program Funds

Includes all SBA/WBC federal funds and all matching and overmatch expenditures reported on the SF-269 (includes non cash). It does not include other funds under the grant recipient’s umbrella.

#### 18. Program Income

Gross income earned by the recipient that is directly generated by an activity supported with project funds or earned as a result of the award. Program income includes, but is not limited to, income from fees for services performed, the use or rental of real or personal property acquired under federally-funded projects, the sale of commodities or items fabricated under an award, license fees and royalties on patents and copyrights.

#### 19. Recipient Organization

An applicant organization for which funding is approved and which enters into a Cooperative Agreement with SBA. The recipient organization receives the federal funds and is responsible for establishing the WBC.

#### 20. SBA Resource Partner

Organizations that provide services through SBA funding or through another recognized relationship with SBA. Resource partners include SBDCs, Service Corps of Retired Executives (SCORE), Veterans Business Outreach Centers (VBOC’s), Women’s Business Centers (WBCs), U.S. Export Assistance Centers (USEACs), the SBA MicroLoan Program microlenders and non-lender technical assistance providers and SBA Cosponsorship and Memorandum of Understanding partners.

#### 21. Start-Up Business

A business entity that has been in business less than six months.

## 22. Training

A WBC training workshop or seminar is defined as an activity or event in which a counselor from a resource partner or a third party actively delivers a structured program of knowledge, information or experience on a business-related subject. There must be one or more attendees. A training course must last a total of an hour or more to be counted as training. Training courses lasting less than one hour are to be counted and reported as information transfers. Courses with multiple sessions count as one course. An agenda, attendee list and evaluation must be kept in the file. The WBC must use SBA Form 888 to document and report WBC training activities. SBA's management information system collects both the number of sessions and hours for the course. When training is provided by multiple sponsors they must equitably divide the attendees so as to eliminate multiple counting. In situations where there are breakout sessions given individually by resource partners, each resource partner can count the respective breakout session attendees with the requirement that there is a sign-in sheet, an evaluation and an SBA Form 888 prepared.

## 23. Travel and Prep Time

To allow for reporting of time invested in a client, preparatory time will be tracked separately from counseling time but attributed toward counseling time in data reporting. Travel time will not count toward counseling time, but will be tracked separately.

The applicant's budget proposal must include the costs for two annual, 2-4 day trips to Washington, DC or another location within the continental United States for two staff personnel (the Project Director and an additional staff person) for training and meetings. SBA will specify the dates and locations of these meetings.

## C. GUIDELINES

### 1. Business Matchmaking

WBC's are encouraged to participate in SBA Business Matchmaking events. Business Matchmaking provides a means for small businesses to be matched with procurement representatives from government agencies and major corporations with actual contract opportunities. Business Matchmaking is offered at no cost to its participant - buyers or sellers. The events combine education and counseling by pairing expert small business advisors and topical experts with networking and matchmaking through face-to-face events. In addition to the face-to-face events, there is also the Business Matchmaking On-line Network.

### 2. Center for Faith Based & Community Initiatives

WBCs are encouraged to coordinate activities through both a contractual or partnership relationship with faith based and community organizations. WBC's are also encouraged to coordinate their efforts with SBA's Center for Faith-Based and Community Based Initiatives which is designed to open Government programs to these organizations to improve their communities. There are no grant funding set-asides for faith-based organizations. Instead, the Faith-Based and Community Initiative creates a level playing field for faith-based as well as other community organizations to work with the government to meet the needs of America's communities. SBA is one of ten federal agencies with a Center for Faith Based and Community Initiatives.

### 3. Co-Sponsorship Agreement

If one or more organizations and the SBA are involved with a WBC as co-sponsors of an activity, a Co-sponsorship Agreement must be executed by SBA, the WBC, and all other co-sponsors in accordance with SBA's Co-sponsorship SOP 90 75 2 or revised equivalent.

### 4. On-Line Counseling

In order to count counseling toward the WBC's goals, the counseling must be substantive and must meet all elements of the definition of face-to-face counseling excluding in-person contact. To receive credit for 30 minutes of counseling, the counselor must spend at least 30 minutes researching and formulating the response. This can include several electronic questions and responses that cumulatively add up to 30 minutes.

SBA Form 641 or an equivalent form that supports SBA's management information database may be completed electronically by the client. In states that accept electronic signatures, it may contain an electronic signature. In states that do not accept electronic signatures, the form must have an original signature.

## **D. MOST FREQUENTLY ASKED QUESTIONS**

1. Question: Is a Small Business Development Center (SBDC) eligible to apply for an award under this program announcement?

Answer: No. An SBDC is not a legal entity; it is a project funded under a Federal grant program. However, the recipient organization of the SBDC Federal grant is eligible to apply for a WBC grant if it is a private, nonprofit organization and meets the WBC eligibility requirements. In addition, host organizations which house service centers as part of an SBDC network may also be eligible for a WBC grant if all eligibility requirements are met.

2. Question: Are colleges and universities eligible to apply?

Answer: Yes. A college or university may apply if it is a private, nonprofit organization.

3. Question: Can a WBC awarded under this program announcement contract with an SBDC to provide training and/or counseling?

Answer: Yes. If the contract is 49 percent or less of the total project funds. The WBC cannot expend more than 49 percent of the total project funds on contractors and consultants in conducting the project. Recipient organizations of WBC grants must maintain control of all services under the cooperative agreement, including the day-to-day management and operations of the project. At least 51 percent of the WBC project's training, counseling and technical assistance services must be conducted by its staff and in facilities obtained by the recipient organization. The requirement that the WBC project provide 51 percent of the services cannot be met through in-kind contributions from agencies and organizations that are not legally recognized as the recipient of the cooperative agreement.

Collaborative efforts of SBA resource partners must be delineated under a written partnership agreement. Such activities may not be included in the recipient organization's



51 percent requirement. To avoid double counting of clients served, it must be made clear in the contract with the SBDC that all clients trained or counseled pursuant to such contract must be attributed solely to the WBC project and cannot be attributed to the SBA grant to the SBDC. However, to offset the appearance of commingling, SBA prefers services to be provided pro bono between SBA resources partners.

4. Question: Can SBDCs provide cash or in-kind match to the WBC program?

Answer: No. SBDCs are funded with Federal funds, which are matched from non-Federal sources. Because the WBC recipient may not use Federal funds as match, SBDC Federal funds cannot be used as match. SBDC matching funds as well as program income derived from the SBA SBDC grant also cannot be used as match. However, the SBDC's recipient organization can donate non-Federal funds and in-kind donations to the WBC project as match.

5. Question: Can Community Development Block Grant (CDBG) funds be used as match?

Answer: Yes. If CDBG Program requirements are met and the funds are used for the WBC grant project.

6. Question: What are the key aspects of a successful women's business center?

Answer: Adequate funds; a good financial management system; a strong board of directors with proven fundraising capability; a committed staff with strong entrepreneurial experience; a program that meets the unique needs of the target area's business women; a strong marketing plan; and close ties with the local SBA district office, its resource partners and the local business community.

7. Question: Should the Standard Form 424, Application for Federal Assistance (face page), indicate the total amount to be funded for the five-year period?

Answer: No. The estimated funding (block 15) must indicate the proposed amount for one twelve-month budget year. A Standard Form 424 must be submitted with each year's budget proposal.

8. Question: Is an applicant permitted to include a plan to provide private procurement certification to women business owners?

Answer: No. The WBC program does not include this activity. SBA has contracted with other organizations to certify small businesses for the Small Disadvantaged Business (SDB) procurement program.

9. Question: Is a faith-based organization eligible to apply for a WBC grant?

Answer: Yes, as long as it meets the eligibility requirements stated in Section IV, which requires applicants to provide the IRS document certifying the 501(c) Federal tax-exempt status.

## **E. PROJECTED MILESTONE CHART** (Prepare one chart for each year of the 5-year term)

Name of Organization \_\_\_\_\_

Project Year (1, 2, 3, 4 and 5) \_\_\_\_\_

### **Training and Counseling Goals**

| Type of Service    | Number of Clients |
|--------------------|-------------------|
| <b>I. Training</b> |                   |
| <b>Counseling</b>  |                   |
| <b>TOTAL</b>       |                   |

### **Economic Impact Goals**

| Type of Goal                      | Number |
|-----------------------------------|--------|
| <b>New Business Started</b>       |        |
| <b>Existing Business Assisted</b> |        |
| <b>Jobs Created</b>               |        |

### **Enterprise Planning Goals**

| Type of Goal                     | Number |
|----------------------------------|--------|
| <b>Business Plans Completed</b>  |        |
| <b>Marketing Plans Completed</b> |        |

### **Mentoring**

| Type of Goal                                    | Number |
|---|--------|
| <b>Number of WNET Roundtables</b>               |        |
| <b>Number of person's mentored for business</b> |        |

## How to Prepare the Indirect Rate Proposal

The Federal agency with the largest dollar value of awards with your organization is designated, according to OMB Circular, as the cognizant agency responsible for negotiating and approving an Indirect Cost Rate for non-profit entities on behalf of all Federal agencies.

If the Small Business Administration is your cognizant agent, your organization is requested to include in its annual audit a review for indirect rate determination by its auditors. In doing this, a rate will be established by an auditor for your organization and can therefore be used by other Federal agencies.

However, until such time the audit and indirect rate determination are complete, the SBA will approve a provisional rate for **SBA grant programs only**. To assist in this matter you are required to submit the following information as outlined below:

### Organizational Cost

- List of all expenditures for the Recipient (fiscal or calendar year).
- Indicate whether the cost item is direct or indirect cost.
- Indirect cost must be labeled as overhead or general & administrative.
- Cost must be grouped according to the programs and/or projects for your organization.

### Additional Information

- Include general ledger account number & account description.
- Include employee name, total salary & time-off (sick, holiday, vacation), indicate full-time or part-time (reminder: indicate direct and/or indirect).
- Include a list of fringe benefits (direct and/or indirect).

You may provide any other information you deem necessary to establish a rate for the allocation of Indirect Cost. If you have any questions don't hesitate to contact Adrienne Dinkins, SBA Office of Procurement & Grants Management, (202) 205-6622.

